

# **Phase I Update**

## **Governor's Council on 2-1-1**

### **Meeting - December 1, 2004**

#### **Progress & Plans**

*Lisa Dee Meyerson, GITA- 2-1-1 Statewide Program Coordinator*

#### **Goals of this Meeting**

- ♦ Provide an update to the Council and receive feedback on Phase I implementation activities.
- ♦ Describe how input from the 2-1-1 Community Advisory Committee (CAC) and the public at Community Dialogue Sessions (held in August) are being implemented.

#### **Introductions**

- ♦ Project Manager: Kaaren-Lyn Morton, *AHCCCS*
- ♦ Technical Development Team Lead: Perry Yastrov, *AHCCCS*
- ♦ Provider Database Team Lead: Chris Muir, *GITA*
- ♦ Emergency Response Team Lead: Lauran Wikle, *OHS*
- ♦ Communication & Outreach Team Lead: DJ Harper, *GITA*

#### **Progress to Date - October/November 2004**

- ♦ Development Contract – October 1, 2004
- ♦ Phase I Implementation Kick-off – October 14, 2004
- ♦ Planning, Design & Analysis
- ♦ Implementation teams are in high gear

#### **Plans**

- ♦ Development – November 2004 to March 2005
- ♦ Beta Version – February 2005
- ♦ Final Version – March 2005
- ♦ Go-Live – April 1, 2005

**Phase I Update**  
**Governor's Council on 2-1-1**  
**Meeting - December 1, 2004**

**Technical Development Team**

*Perry Yastrow, AHCCCS - Team Lead*

**Progress to Date**

- ♦ Working closely with the Developer (*JAD sessions; conference calls*)
- ♦ Designing Look and Feel - Mock Screens Developed
- ♦ Establishing High-Level Functionality – Detailed Specifications under State review

**Look & Feel**

- ♦ Designed for Novice & Experienced Users
- ♦ Streamlined Design; Ease of Navigation; Not Too Many Images
- ♦ Requirement: Fast Loading for Remote Areas

**Key Functions – *Left Menu Bar***

- ♦ Español – some info pages in Spanish; bi-lingual contact phone numbers
- ♦ Basic Services – ‘cliff notes’ of critical services
- ♦ Web Links - highlights key info sources
- ♦ About AZ 2-1-1 – info re: Governor's 2-1-1 project
- ♦ Provider Tools – provider log-in for updates

**Find Help: Searching (*Public*)**

- ♦ Basic Search:
  - Keyword - searches fields such as description, agency name, etc.
  - Zip code (Optional) - without zip code – statewide; with zip code - sorts by distance
- ♦ Guided Search - short questions; subject area focus
- ♦ Problem Assessment - Requests age, zip code & need; locates critical services

**Find Help: Searching (*Advanced*)**

- ♦ Advanced Search: search by a combination of categories (i.e., age group, target population, etc.)
- ♦ Directory of Services: step by step look at providers by subject areas
- ♦ Outline of Categories: table of contents view of categories

**Agency, Program & Service Profiles**

- ♦ Detailed info (i.e., hours, eligibility requirements, etc.)
- ♦ Links to provider web site
- ♦ Can e-mail provider and/or print
- ♦ Can list volunteer opportunities

**Feedback - CAC & Community Dialogue Sessions**

- ♦ Recommend: Detailed plans for updating the database
- ♦ Responses:
  - The system will enable updates from the web
  - State will have personnel responsible for reviewing updates before posting
  - Operational procedures will be established before Go-Live

**Phase I Update**  
**Governor's Council on 2-1-1**  
**Meeting - December 1, 2004**

**Provider Database Team**

*Chris Muir, GITA - Team Lead*

**Progress to Date**

- ♦ Determined Age Groups and Target Populations (*Handout*)
- ♦ Reviewing I&R Data – due diligence, data maintenance plans
- ♦ Developing Problem Assessment Module & Service Summaries

**Feedback - CAC & Community Dialogue Sessions**

- ♦ Recommendations:
  - Enable search by target populations
  - Review existing I&Rs' inclusion/exclusion policies
  - Develop inclusion/exclusion policies based on AIRS standards
- ♦ Responses:
  - All recommendations are being implemented
  - Feedback was received from CAC on target age groups and populations
- ♦ Questions debated at Community Dialogue Sessions re: inclusion/exclusion criteria:
  - Include for profit? Include advocacy services?

**Problem Assessment & Service Summaries**

- ♦ DES is coordinating development of these modules.
- ♦ Being assisted by GOCYF, AHCCCS, OHS, DHS, GITA, Courts, DOE
- ♦ Getting feedback from CAC members, I&Rs and others

**Plans**

- ♦ Complete Due Diligence Review
- ♦ Identify Areas for Data Improvement
- ♦ Negotiate Data Maintenance Plans
- ♦ Enhance Emergency Response & State Government Data
- ♦ Data Loading & Training

**Phase I Update**  
**Governor's Council on 2-1-1**  
**Meeting - December 1, 2004**

**Emergency Response Team**

*Lauran Wikle, OHS - Team Lead*

**Progress to Date**

- ♦ Defined Emergency Response Interface
- ♦ Developing Emergency Service Summary Categories
- ♦ Developing Service Summaries

**Home Page – Emergency Features**

- ♦ Newsflash - Main News (*only appears in an emergency*)
- ♦ Bulletins - Key Alerts to the Public re: Disaster, Evacuation, and Relief
- ♦ Left Menu - Find Help & Basic Services - covers Emergency Response as well

**Emergency Response Page**

- ♦ Goal of Bulletins - Increase Public Info Access
- ♦ Full Text of Articles Posted
- ♦ Site Search: Searches News Alerts, Bulletins & Service Summaries
- ♦ RSS (*Really Simple Syndication*) - Enables viewing of headlines from web-enabled electronic devices

**Emergency Databases**

- ♦ Standing Disaster Provider Database:
  - Prior to Disaster Incident
  - Ongoing Relief Services
- ♦ Disaster Specific Provider Database:
  - Incident Specific Response & Recovery Providers
  - Emergency Mgmt & Disaster Relief Field Offices, Temporary Shelters

**Feedback - CAC & Community Dialogue Sessions**

- ♦ Concern: How do we make the public aware of and establish linkages to existing volunteer providers

**Plans for Volunteer Features**

- ♦ Highlight and encourage use of VOADs and volunteer management organizations in parts of the State for which such services are available
- ♦ Provide web links to and phone numbers for volunteer organizations
- ♦ List disaster specific volunteer needs in Emergency Bulletins
- ♦ Enable providers to post volunteer opportunities listing position description, requirements, contact information, etc.; If public is interested in a posted opportunity, must contact provider directly

**Phase I Update**  
**Governor's Council on 2-1-1**  
**Meeting - December 1, 2004**

**Communication & Outreach Team**

*DJ Harper, GITA - Team Lead*

**Progress to Date**

- ♦ Providing Support and Feedback to Other Teams – to make site user friendly
- ♦ Working on Communication & Outreach Strategy

**Feedback - CAC & Community Dialogue Sessions**

- ♦ Message important to manage expectations - Crisis?, Emergency?, Confusion with 911?
- ♦ Ideas re: how to market - flyers, mass media, word of mouth?
- ♦ Audience - teenagers, parents, providers?
- ♦ How and when to market re: being able to handle calls?
- ♦ Recommendation: Marketing materials should be developed in both English and Spanish

**Communication - *Discussion***

- ♦ Branding; Message
- ♦ Expectation Management
- ♦ Audience?

**Outreach - *Discussion***

- ♦ Local Governments
- ♦ Underrepresented Communities
- ♦ Volunteer Organizations
- ♦ Social Service Professionals